Alt Order #

Rate Type NM

\$500.00



**WXYZ** 20777 W. 10 MIle Rd. Southfield, MI 48037 Main: (248)827-7777 Billing: (877)290-6086

Invoice # Invoice Date Invoice Month Invoice Period 315080-2 11/06/12 10/29/12 - 11/06/12 November 2012

Sales Office Station Account Executive Sales Region WXYZ Dave Lombardo EWS - Washingt National

Advertiser Product Estimate Number **CARE for Michigan CARE for Michigan** 1363

Flight Dates

www.wxyz.com

Billing Address:

**Davis Group (The) Attention: Pam Newby** 4201 Bee Caves Road - Suite C-101

Austin, TX 78746

Send Payment To:

Spots: # Ch

2 WXYZ Sa

Day Air Date

11/03/12

Air Time Description

6:51 AM Action News SAT 6am

**WXYZ** P.O. Box 643405 Cincinnati, OH 45264-3405

r light Dates	<u> </u>	rate Oraci ii
10/27/12 - 11/06/12	315080	
Billing Calendar Broadcast	Billing Type Cash	
	Casii	
Special Handling		
IDB #	Advertiser Code	Droduct Code
13302	Advertiser Code	Product Code
Agency Ref	Advertiser Ref	

Order #

							Spots/				
Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Week	Rate	Type		
1	10/30/12	11/05/12	5am News M-F	5-6am M-F	1111	:30	4	\$900.00	NM		
	Weeks:	Start Date 10/29/12	End Date MTWTFSS - 111	Spots/Week 3	Rate \$900.00						
	Spots: # Ch	n <u>Day</u> Air	Date Air Time Descri	ption	Start/End Time	Lengt	th Ad-ID			Rate	Туре
	1 W	XYZ Tu 10	/30/12 5:12 AM 5am N	ews M-F	5-6am M-F	:3	0 CMI TV124	1H		\$900.00	NM
	2 W	XYZ W 10	/31/12 4:58 AM 5am N	ews M-F	5-6am M-F	:3	0 CMI TV124	1H		\$900.00	NM
	3 W	XYZ Th 11	/01/12 5:41 AM 5am N	ews M-F	5-6am M-F	:3	0 CMI TV124	1H		\$900.00	NM
	Weeks:	Start Date 11/05/12	End Date <u>MIWIFSS</u> 1	Spots/Week 1	<u>Rate</u> \$900.00						
	Spots: # Ch	n <u>Day</u> Air	Date Air Time Descri	<u>ption</u>	Start/End Time	Lengt	th Ad-ID			Rate	Type
	4 W	XYZ M 11	/05/12 5:17 AM 5am N	ews M-F	5-6am M-F	:3	0 CMI TV124	1H		\$900.00	NM
2	11/02/12	11/06/12	Action News 6am	6-7am M-F	- 1 1	:30	2	\$2,000.00	NM		
	Weeks:	Start Date 10/29/12	End Date <u>MTWTFSS</u> 1	Spots/Week 1	Rate \$2,000.00						
		n <u>Day Air</u>			Start/End Time		th Ad-ID			Rate	
		XYZ F 11			6-7am M-F	:3	0 CMI TV124	1H		\$2,000.00	NM
	Weeks:	Start Date 11/05/12	End Date MIWIFSS - 1	Spots/Week 1	Rate \$2,000.00						
	Spots: # Ch	n <u>Day Air</u>	Date Air Time Descri	ption_	Start/End Time		th Ad-ID			Rate	Type
	2 W	XYZ Tu 11	06/12 6:19 AM Action	News 6am	6-7am M-F	:3	0 CMI TV124	1H		\$2,000.00	NM
3	11/05/12	11/05/12	M-F 7-9am	7-9am M-F	M	:30	1	\$2,000.00	NM		
	Weeks:	Start Date 11/05/12	End Date MTWTFSS M	Spots/Week 1	Rate \$2,000.00						
	Spots: # Ch	n <u>Day Air</u>	Date Air Time Descri	<u>ption</u>	Start/End Time	Leng	th Ad-ID			Rate	Type
	1 W	XYZ M 11	/05/12 7:55 AM M-F 7-	9am	7-9am M-F	:3	0 CMI TV112	SH		\$2,000.00	NM
4	10/27/12	11/03/12	Action News SAT 6am	SAT 6-7am	S-	:30	1	\$500.00	NM		
	Weeks:	Start Date 10/29/12	End Date MTWTFSSS-	Spots/Week 1	Rate \$500.00						

Start/End Time

SAT 6-7am

Length Ad-ID

:30 CMI TV112H

# INVOICE



WXYZ P.O. Box 643405 Cincinnati, OH 45264-3405

Send Payment To:

| Invoice # | Invoice Date | Invoice Month | Invoice Period | 11/06/12 | November 2012 | 10/29/12 - 11/06/12

Advertiser	Product	Estimate Number
CARE for Michigan	CARE for Michigan	1363

www wxvz com

. WW	vw.wxyz.co	m									
							Spots/				
Line Start	t Date	End Date	Description	Start/End Time	MTWTFSS	Length	Week	Rate	Type		
5 11/0	4/12	11/04/12	Action News SUN 6am	SUN 6-7am	S	:30	1	\$500.00	NM		
Weel		Start Date 0/29/12	End Date <u>MTWTFSS</u> S	Spots/Week	Rate \$500.00						
Spots	s: # Ch			ion	Start/End Time	Lengt	h Ad-ID			Rate	Type
Орок		Z Su 11/0			SUN 6-7am		0 CMI TV112	Н		\$500.00	
										Ψοσοίσο	
6 11/0	4/12	11/04/12	GMA SUN 7-8am		S	:30	1	\$900.00	NM		
Weel		o/29/12	End Date         ΜΓWTFSS           11/04/12        S	Spots/Week 1	<u>Rate</u> \$900.00						
Spots	s: <u>#</u> Ch		Date Air Time Descript		Start/End Time		h Ad-ID			Rate	
	1 WXY	Z Su 11/0	04/12 6:59 AM GMA SU	JN 7-8am	SUN 7-8am	:3	0 CMI TV124	H		\$900.00	NM
7 10/2	9/12	10/29/12	M-F 10a-11a	10-11am M-F	M	:30	1	\$800.00	NM		
Weel	ks: <u>S</u>	Start Date 0/29/12	End Date	Spots/Week 1	Rate \$800.00						
Spots			Date Air Time Descript		Start/End Time	Lengt	h Ad-ID			Rate	Type
'			29/12 10:24 AM M-F 10a		10-11am M-F		0 CMI TV121	Н		\$800.00	
8 10/3	1/12	11/02/12	M-F 12-1pm	12-1pm	1-1	:30	2	\$1,200.00	NM		
Weel	ks: S	tart Date	End Date MTWTFSS 1- 1	Spots/Week	Rate						
				2	\$1,200.00						
Spots			Date Air Time Descript		Start/End Time		th Ad-ID			Rate	
			31/12 12:39 PM M-F 12-	•	12-1pm		0 CMI TV124			\$1,200.00	
	2 WXY	Z F 11/0	02/12 12:39 PM M-F 12-	1pm	12-1pm	:3	0 CMI TV124	H		\$1,200.00	NM
9 10/2	9/12	11/05/12	The Chew	1-2pm M-F	11111	:30	5	\$1,200.00	NM		
Weel		Start Date 0/29/12	End Date MTWTFSS 11/04/12 11111	Spots/Week 5	Rate \$1,200.00						
Spots	s: <u>#</u> Ch	Day Air l	Date Air Time Descript	ion	Start/End Time	Lengt	h Ad-ID			Rate	Туре
	1 WXY	Z M 10/2	29/12 1:29 PM The Che	ew	1-2pm M-F	:3	0 CMI TV121	Н		\$1,200.00	NM
	2 WXY	Z Tu 10/3	30/12 12:59 PM The Che	ew .	1-2pm M-F	:3	0 CMI TV120	Н		\$1,200.00	NM
	3 WXY	Z W 10/3	31/12 12:59 PM The Che	ew .	1-2pm M-F	:3	O CMI TV111			\$1,200.00	NM
	4 WXY	Z Th 11/0	01/12 1:55 PM The Che	ew .	1-2pm M-F	:3	0 CMI TV124	Н		\$1,200.00	NM
	5 WXY		02/12 1:29 PM The Che	ew	1-2pm M-F	:3	O CMI TV112	Н		\$1,200.00	NM
Weel	1	1/05/12	End Date MIWIFSS 1	Spots/Week 1	Rate \$1,200.00						
Spots	s: <u>#</u> Ch		Date Air Time Descript		Start/End Time					Rate	
	6 WXY	ZM 11/0	05/12 12:59 PM The Che	ew .	1-2pm M-F	:3	0 CMI TV112	H		\$1,200.00	NM
10 10/2	9/12	11/05/12	M-F 3p-4p	3-4pm M-F	11111	:30	5	\$1,000.00	NM		
Weel		Start Date 0/29/12	End Date <u>MTWTFSS</u> 11/04/12	Spots/Week 5	Rate \$1,000.00						
Spots	s: <u>#</u> Ch	Day Air I	Date Air Time Descript	ion	Start/End Time	Lengt	h Ad-ID			Rate	Туре
	1 WXY		29/12 3:16 PM M-F 3p-		3-4pm M-F	:3	0 CMI TV112	Н		\$1,000.00	
	2 WXY	Z Tu 10/3	3:27 PM M-F 3p-	4p	3-4pm M-F		0 CMI TV124			\$1,000.00	NM
	3 WXY		3:29 PM M-F 3p-	4p	3-4pm M-F		0 CMI TV111			\$1,000.00	NM
	4 WXY	Z Th 11/0	01/12 3:31 PM M-F 3p-	4p	3-4pm M-F	-	0 CMI TV124			\$1,000.00	NM
	5 WXY		02/12 3:49 PM M-F 3p-		3-4pm M-F	:3	0 CMI TV112	Н		\$1,000.00	NM
Weel	ks: <u>S</u>	tart Date 1/05/12	End Date MIWIFSS 1	Spots/Week 1	<u>Rate</u> \$1,000.00						
Spots	s: <u>#</u> Ch	Day Air l			Start/End Time		th Ad-ID			Rate	
	6 WXY	Z M 11/0	05/12 3:54 PM M-F 3p-	4p	3-4pm M-F	:3	0 CMI TV124	Н		\$1,000.00	NM

\$5,000.00 NM

# INVOICE



WXYZ P.O. Box 643405 Cincinnati, OH 45264-3405

2 WXYZ Su 11/04/12 11:57 PM 11pm Action News Update

Send Payment To:

Invoice #	Invoice Date	Invoice Month	Invoice Period
315080-2	11/06/12	November 2012	10/29/12 - 11/06/12

Advertiser	Product	Estimate Number
CARE for Michigan	CARE for Michigan	1363

:30 CMI TV112H

	www.wxyz.	com								
							Spots/			
ine	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Week	Rate	Type	
11	10/30/12	11/05/12	5-6pm M-F	5-6pm M-F	11-1	:30	3	\$2,000.00	NM	
	Weeks:	Start Date 10/29/12	End Date MTWTFSS - 1-1		Rate \$2,000.00					
	Spots: # Ch				Start/End Time	Lengt	h Ad-ID			Rate Type
		XYZ Tu 10			5-6pm M-F		O CMI TV1	1		\$2.000.00 NM
			/01/12 5:42 PM 5-6pr		5-6pm M-F		O CMI TV1			\$2,000.00 NM
	Weeks:	Start Date 11/05/12	End Date MIWIFSS 1		Rate \$2,000.00					<del>4</del> 2,000.00
	Spots: # Ch	n Day Air	Date Air Time Desc	ription	Start/End Time	Lengt	h Ad-ID			Rate Type
			/05/12 5:51 PM 5-6pr	m M-F	5-6pm M-F		O CMI TV1	2H		\$2,000.00 NM
12	10/30/12	10/30/12	Tuesday Prime C	10-11pm Tuesday	- T	:30	1	\$10,000.00	NM	
	Weeks:	Start Date 10/29/12	End Date <u>MTWTFSS</u> - T	Spots/Week 1	Rate \$10,000.00					
	Spots: # Ch				Start/End Time	Lengt	h Ad-ID			Rate Type
	1 W	XYZ Tu 10	/30/12 10:38 PM Tues	day Prime C	10-11pm Tuesda	y :3	O CMI TV1	1		\$10,000.00 NM
13	11/01/12	11/01/12	CMA Awards	8-11pm	T	:30	1	\$10,000.00	NM	
	Weeks:	Start Date 10/29/12	End Date MTWTFSS T	Spots/Week 1	Rate \$10,000.00					
	Spots: # Ch	n <u>Day</u> Air			Start/End Time	Lengt	th Ad-ID			Rate Type
	1 W	XYZ Th 11	/01/12 10:26 PM CMA	Awards	8-11pm	:3	O CMI TV12	24H		\$10,000.00 NM
14	11/02/12	11/02/12	Friday Prime A	8-9pm Friday	F	:30	1	\$4,000.00	NM	
	Weeks:	Start Date 10/29/12	End Date <u>MTWTFSS</u> F	Spots/Week 1	Rate \$4,000.00					
	Spots: # Ch	n <u>Day</u> Air	Date Air Time Desc	ription_	Start/End Time	Lengt	h Ad-ID			Rate Type
	1 W	XYZ F 11	/02/12 7:58 PM Frida	y Prime A	8-9pm Friday	:3	O CMI TV12	24H		\$4,000.00 NM
15	11/03/12	11/03/12	ABC's Saturday Nigh	t FocSA 8pm-1130pm	S-	:30	1	\$4,000.00	NM	
	Weeks:	Start Date 10/29/12	End Date MTWTFSSS-	Spots/Week 1	Rate \$4,000.00					
	Spots: # Ch		Date Air Time Desc		Start/End Time	Lengt	h Ad-ID			Rate Type
		XYZ Sa 11			pall SA 8pm-1130pm		0 CMI TV12	24H		\$4,000.00 NM
17	10/31/12	11/04/12		pdat/11-1135pm M-Sur		:30	2	\$5,000.00	NM	ψ-τ,000.00 INIVI
' '	10/01/12	11/07/12	i ipiii / tottoii News O	pade i i i ioopiii wi'oui		.50	_	ψ0,000.00	1 411/1	
	Weeks:	Start Date 10/29/12	End Date MTWTFSS 1 1	Spots/Week 2	Rate \$5,000.00					
	Spots: # Ch				Start/End Time	Lengt	h Ad-ID			Rate Type
	1 W	XYZ W 10	/31/12 11:34 PM 11pm	Action News Update	11-1135pm M-Su	ın :3	O CMI TV12	24H		\$5,000.00 NM
										A

11-1135pm M-Sun

# INVOICE



WXYZ P.O. Box 643405 Cincinnati, OH 45264-3405

Send Payment To:

| Invoice # | Invoice Date | Invoice Month | Invoice Period | 10/29/12 - 11/06/12 | Invoice Month | Invoice Period | 10/29/12 - 11/06/12 | Invoice Month | Invoice Period | Invo

Advertiser	Product	Estimate Number
CARE for Michigan	CARE for Michigan	1363

www.wxyz.com

Spots/

								S	oots/			
Line	Start Date	End Date	Descrip	tion	Start/End Time	MTWTFSS	Lengt	th W	eek	Rate	Type	
18	10/29/12	11/05/12	Jimmy l	Kimmel Live	1205am-105am M-F	1111	:3	0	4	\$750.00	NM	
	Weeks:	Start Date	End Date	e MTWTFSS	Spots/Week	Rate						
	WCCR3.	10/29/12	11/04/12		4	\$75 <del>0.00</del>						
	Spots: # Ch	Day Air	Date A	Air Time Descrip	tion	Start/End Time	<u>Le</u>	ngth A	d-ID			Rate Typ
	1 W	(YZ M 10	/29/12	1:06 AM Jimmy I	Kimmel Live	1205am-105an	n M-l	:30 CI	MI TV121H			\$750.00 NN
	2 W	(YZ Tu 10		2:52 AM Jimmy I		1205am-105an	n M-l	:30 Cl	MI TV111			\$750.00 NN
	3 WX	(YZ W 10	/31/12 1:	2:47 AM Jimmy I	Kimmel Live	1205am-105an	n M-I	:30 Cl	MI TV111			\$750.00 NN
				2:28 AM Jimmy I		1205am-105an	n M-I	:30 Cl	MI TV112H			\$750.00 NN
	Weeks:	Start Date 11/05/12	End Date		Spots/Week_	Rate						
	Cnoto: # Ch		11/11/12 Dete	I Air Time Descrip	tion	\$750.00 Start/End Time		ength A	4 ID			Rate Typ
	Spots: # Ch			2:48 AM Jimmy I		1205am-105an			<u>u-1D</u> MI TV124H			\$750.00 NN
	3 777	NIZ IVI III		•	Millinei Live	1205am-105am	II IVI-I	.30 0	M 1 V 1 ≈ 411			\$750.00 NI
19	10/29/12	11/05/12	M-F 9a	-10a	9-10am M-F	11111	:3	0	5	\$1,000.00	NM	
	Weeks:	Start Date	End Date		Spots/Week	Rate						
	0 , " 0	10/29/12	11/04/12		5	\$1,000.00						D / T
-	Spots: # Ch			Air Time Descrip		Start/End Time	<u>Le</u>	ength A				Rate Typ
				9:45 AM M-F 9a-		9-10am M-F			MI TV120H			\$1,000.00 NN
				9:50 AM M-F 9a-		9-10am M-F			MI TV121H			\$1,000.00 NN
				9:26 AM M-F 9a-		9-10am M-F			MI TV111			\$1,000.00 NN
				9:36 AM M-F 9a-		9-10am M-F			MI TV112H MI TV112H			\$1,000.00 NN
	Weeks:	(YZ F 11, Start Date	/02/12 ! End Date	9:23 AM M-F 9a- MIWIFSS	Spots/Week	9-10am M-F Rate		:30 C	WII I V I I Z H			\$1,000.00 NN
	WEEKS.	11/05/12	11/11/12		<u> 3pois/week</u> 1	\$1.000.00						
	Spots: # Ch	Day Air	Date A	Air Time Descrip	tion	Start/End Time	. Le	ngth A	d-ID			Rate Typ
	6 W	(YZ M 11.	/05/12	9:10 AM M-F 9a-	-10a	9-10am M-F		:30 Cl	MI TV124H			\$1,000.00 NN
20	10/29/12	11/02/12	2-3pm (	General Hospital	2-3pm M-F	11111	:3	0	5	\$1,200.00	NM	
	Weeks:	Start Date		<u>MTWTFSS</u>	Spots/Week	Rate						
		10/29/12	11/04/12		5	\$1,200.00						
	Spots: # Ch			Air Time Descrip		Start/End Time	<u>Le</u>	ngth A	d-ID_			Rate Typ
	1 W>	(YZ M 10. Credited	/29/12 1	2-3pm (	General Hospital	2-3pm M-F		:00				<del>\$1,200.00</del> NN
	2 W>	(YZ Tu 10. Credited		2-3pm (	General Hospital	2-3pm M-F		:00				<del>\$1,200.00</del> NN
	3 WX	(YZ W 10	/31/12	2:25 PM 2-3pm (	General Hospital	2-3pm M-F		:30 Cl	MI TV124H			\$1,200.00 NN
	4 W	(YZ Th 11	/01/12	2:24 PM 2-3pm (	General Hospital	2-3pm M-F		:30 Cl	MI TV112H			\$1,200.00 NN
	5 W>	(YZ F 11.	/02/12	2:59 PM 2-3pm (	General Hospital	2-3pm M-F		:30 Cl	MI TV124H			\$1,200.00 NN
21	10/30/12	10/30/12	Tuesda	y Prime A	8-9pm Tuesday	- T	:3	0	1 5	\$12,300.00	NM	
	Weeks:	Start Date 10/29/12	End Date 11/04/12		Spots/Week 1	Rate \$12,300.00						
	Spots: # Ch	Day Air	Date A	Air Time Descrip		Start/End Time	<u>Le</u>	ngth A	d-ID			Rate Typ
	1 W	(YZ Tu 10	/30/12	8:44 PM Tuesda	y Prime A	8-9pm Tuesday	y	:30 CI	MI TV124H			\$12,300.00 NN

<u>Total Spots</u> **49** <u>Gross Total</u> **\$97,550.00** 

### **Payment Terms 30 Days**





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Send Payment To:
WXYZ
P.O. Box 643405
Cincinnati, OH 45264-3405

			10/29/12 - 11/06/12
Invoice #	Invoice Date	Invoice Month	Invoice Period

Advertiser	Product	Estimate Number
CARE for Michigan	CARE for Michigan	1363

Agency Commission \$14,632.50

Net Amount Due \$82,917.50